
State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

Filing at a Glance

Company:	Massachusetts Mutual Life Insurance Company
Product Name:	Signature Care
State:	Arkansas
TOI:	LTC03I Individual Long Term Care
Sub-TOI:	LTC03I.001 Qualified
Filing Type:	Advertisement
Date Submitted:	10/12/2012
SERFF Tr Num:	LFCR-128723800
SERFF Status:	Closed-Approved
State Tr Num:	
State Status:	Approved-Closed
Co Tr Num:	LTC5411 ET AL FILING 10-12
Implementation	On Approval
Date Requested:	
Author(s):	Smith Darlene
Reviewer(s):	Donna Lambert (primary)
Disposition Date:	10/25/2012
Disposition Status:	Approved
Implementation Date:	
State Filing Description:	

State: Arkansas
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: Signature Care
Project Name/Number: /
Filing Company: Massachusetts Mutual Life Insurance Company

General Information

Project Name: Status of Filing in Domicile: Not Filed
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 10/25/2012
State Status Changed: 10/25/2012
Deemer Date: Created By: Smith Darlene
Submitted By: Smith Darlene Corresponding Filing Tracking Number:

Filing Description:
Please see cover letter in supporting documentation.

Company and Contact

Filing Contact Information

Karina Amaral, Compliance Analyst 1 - karina.amaral@lifecareassurance.com
Advertising
21600 Oxnard Street 818-867-2307 [Phone]
Suite 1500 818-867-2508 [FAX]
Woodland Hills, CA 91367

Filing Company Information

(This filing was made by a third party - LCA01)

Massachusetts Mutual Life Insurance Company	CoCode: 65935	State of Domicile: Massachusetts
Long Term Care Administrative Office	Group Code: 435	Company Type:
P.O. Box 4243	Group Name:	State ID Number:
Woodland Hills, CA 91365-4243	FEIN Number: 04-1590850	
(818) 867-2450 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$350.00
Retaliatory?	No
Fee Explanation:	\$50.00 x 7 forms = \$350.00
Per Company:	No

Company	Amount	Date Processed	Transaction #
Massachusetts Mutual Life Insurance Company	\$350.00	10/12/2012	63777520

SERFF Tracking #:		<i>LFCR-128723800</i>		State Tracking #:				Company Tracking #:		<i>LTC5411 ET AL FILING 10-12</i>	
State:		<i>Arkansas</i>				Filing Company:		<i>Massachusetts Mutual Life Insurance Company</i>			
TOI/Sub-TOI:		<i>LTC03I Individual Long Term Care/LTC03I.001 Qualified</i>									
Product Name:		<i>Signature Care</i>									
Project Name/Number:		<i>/</i>									

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	10/25/2012	10/25/2012

Objection Letters and Response Letters

Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	10/16/2012	10/16/2012

Response Letters

Responded By	Created On	Date Submitted
Smith Darlene	10/24/2012	10/24/2012

State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

Disposition

Disposition Date: 10/25/2012

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter	Approved	Yes
Supporting Document	Statement of Variability	Approved	Yes
Form	Animated LTC Video Script	Approved	Yes
Form (revised)	Pearls of Wisdom PowerPoint Presentation	Approved	Yes
Form	Pearls of Wisdom PowerPoint Presentation	Replaced	Yes
Form	LTC Individual Solutions Brochure	Approved	Yes
Form	LTC First Step Postcard	Approved	Yes
Form	LTC Awareness Approach Letter	Approved	Yes
Form	LTC Awareness Approach Letter Reply Card	Approved	Yes
Form	LTC Awareness PowerPoint Presentation	Approved	Yes

State: Arkansas **Filing Company:** Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified
Product Name: Signature Care
Project Name/Number: /

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	10/16/2012
Submitted Date	10/16/2012
Respond By Date	11/16/2012

Dear Karina Amaral,

Introduction:

This will acknowledge receipt of the captioned filing.

Objection 1

- Pearls of Wisdom PowerPoint Presentation , LTC51900 (Form)

Comments: Please provide the source for the following statement:

Regardless of where the care is provided, annual costs associated with a long term care need could be as high as \$80,000 per year (or higher in some areas of the country) depending on where you live, the setting, level or type of personal care required.

Objection 2

- LTC Individual Solutions Brochure, LTC54039 (Form)

Comments: Please provide the source for the following:

Due to Lisas other medical expenses, she will be over the 7.5% adjusted gross income threshold and will be able to tax deduct the eligible long term care insurance premium.

Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

Response Letter

Response Letter Status	Submitted to State
Response Letter Date	10/24/2012
Submitted Date	10/24/2012

Dear Donna Lambert,

Introduction:

This letter is in response to your correspondence to us dated October 16, 2012.

Response 1

Comments:

We have revised this form so that a source supports the \$80,000/year figure.

Related Objection 1

Applies To:

- Pearls of Wisdom PowerPoint Presentation , LTC51900 (Form)

Comments: Please provide the source for the following statement:

Regardless of where the care is provided, annual costs associated with a long term care need could be as high as \$80,000 per year (or higher in some areas of the country) depending on where you live, the setting, level or type of personal care required.

Changed Items:

No Supporting Documents changed.

State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

Form Schedule Item Changes							
Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	LTC51900	ADV	Pearls of Wisdom PowerPoint Presentation	Initial	0.000	LTC51900 10-24-12 source added.pdf	Date Submitted: 10/24/2012 By: Smith Darlene
<i>Previous Version</i>							
1	LTC51900	ADV	Pearls of Wisdom PowerPoint Presentation	Initial	0.000	LTC51900 brackets 10-10-12.pdf	Date Submitted: 10/24/2012 By: Smith Darlene

No Rate/Rule Schedule items changed.

Response 2

Comments:

The 7.5% limitation is explained in the highlighted section immediately below the paragraph that you cite. In that highlighted section, we reference IRC 7702B(d)(4) as a source.

Related Objection 2

Applies To:

- LTC Individual Solutions Brochure, LTC54039 (Form)

State: Arkansas

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Signature Care

Project Name/Number: /

Filing Company:

Massachusetts Mutual Life Insurance Company

Comments: Please provide the source for the following:

Due to Lisas other medical expenses, she will be over the 7.5% adjusted gross income threshold and will be able to tax deduct the eligible long term care insurance premium.

Changed Items:

No Supporting Documents changed.

Form Schedule Item Changes

Item No.	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments	Submitted
1	LTC51900	ADV	Pearls of Wisdom PowerPoint Presentation	Initial	0.000	LTC51900 10-24-12 source added.pdf	Date Submitted: 10/24/2012 By: Smith Darlene

Previous Version

1	LTC51900	ADV	Pearls of Wisdom PowerPoint Presentation	Initial	0.000	LTC51900 brackets 10-10-12.pdf	Date Submitted: 10/24/2012 By: Smith Darlene
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No Rate/Rule Schedule items changed.

Conclusion:

SERFF Tracking #:	LFCR-128723800	State Tracking #:		Company Tracking #:	LTC5411 ET AL FILING 10-12
<hr/>					
State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company		
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified				
Product Name:	Signature Care				
Project Name/Number:	/				

Thank you for your attention to this matter. Please let me know if I may be of further assistance.

Sincerely,

Michael Lewis
Supervisor, Compliance Advertising
800-366-5463, ext. 2380

Sincerely,
Smith Darlene

SERFF Tracking #:

LFCR-128723800

State Tracking #:

Company Tracking #:

LTC5411 ET AL FILING 10-12

State: Arkansas

TOI/Sub-TOI: LTC03I Individual Long Term Care/LTC03I.001 Qualified

Product Name: Signature Care

Project Name/Number: /

Filing Company:

Massachusetts Mutual Life Insurance Company

Form Schedule

Lead Form Number: LTC5411

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Approved 10/15/2012	LTC5411	ADV	Animated LTC Video Script	Initial:	0.000	ltc5411 brackets 10-10-12.pdf
2	Approved 10/25/2012	LTC51900	ADV	Pearls of Wisdom PowerPoint Presentation	Initial:	0.000	LTC51900 10-24-12 source added.pdf
3	Approved 10/25/2012	LTC54039	ADV	LTC Individual Solutions Brochure	Initial:	0.000	LTC54039 brackets 10-10-12.pdf
4	Approved 10/15/2012	LTC54055	ADV	LTC First Step Postcard	Initial:	0.000	LTC54055 brackets 10-10-12.pdf
5	Approved 10/15/2012	LTC54053a	ADV	LTC Awareness Approach Letter	Initial:	0.000	LTC54053a brackets 10-10-12.pdf
6	Approved 10/15/2012	LTC54053arc	ADV	LTC Awareness Approach Letter Reply Card	Initial:	0.000	LTC54053a brackets 10-10-12.pdf
7	Approved 10/16/2012	LTC54958	ADV	LTC Awareness PowerPoint Presentation	Initial:	0.000	ltc54958 brackets 10-10-12.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate

State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

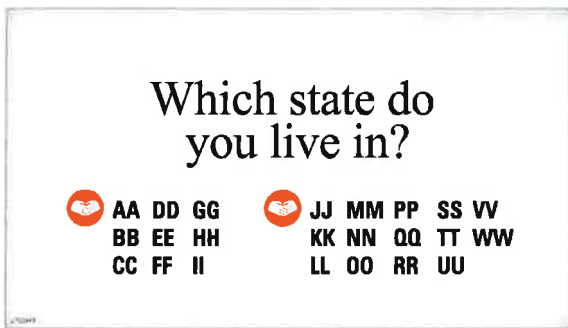
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages
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STORYBOARD



ART CARD OPENS ON THE TITLE OF THE SERIES, "The Basics:" THE ICON FOR LONG TERM CARE INSURANCE AND THE WORDS "LONG TERM CARE INSURANCE" FADE IN UNDERNEATH TO REVEAL THE VIDEO'S SUBJECT MATTER.

LTC5411



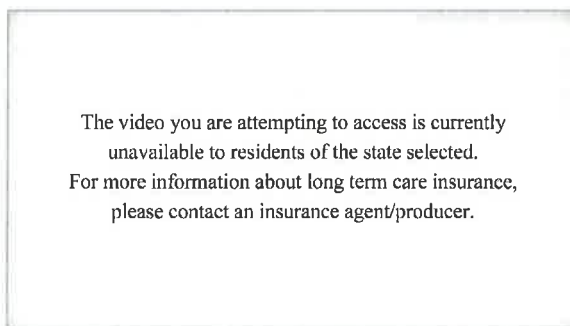
DIRECTIONS: IF VIEWER CLICKS ON THE FIRST LIST, THEN THE VIDEO PLAYS. IF VIEWER CLICKS ON THE SECOND LIST, THEN THE FOLLOWING DISCLAIMER APPEARS, AND THE VIDEO DOES NOT PLAY.

SCREEN READS: Which state do you live in?

FIRST LIST: (states TBD)

SECOND LIST: (states TBD)

LTC5411



IF VIEWER SELECTS SECOND LIST, THE FOLLOWING DISCLAIMER APPEARS ON THE SCREEN:

The video you are attempting to access is currently unavailable to residents of the state selected. For more information about long term care insurance, please contact an insurance agent/producer.

STORYBOARD

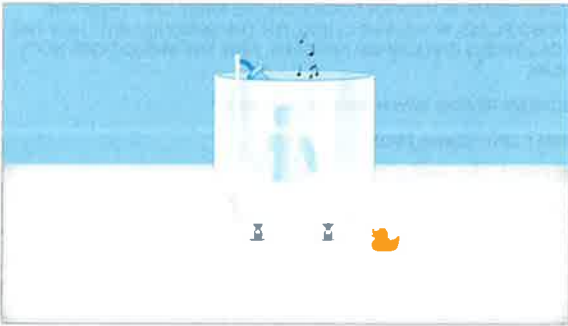


WE OPEN ON A SINGLE PERSON ICON.

Voiceover: This is an average working person just like you.

THE ICON WAVES HELLO.

Voiceover: There are a lot of things you do every day on your own without even thinking about it, like:



Voiceover: Bathing

ICON SILHOUETTE IS SHOWN SCRUBBING FROM BEHIND A SHOWER CURTAIN, STEAM RISING, SINGING A TUNE. THE NEXT ENVIRONMENT SLIDES INTO VIEW: A CLOTHING DRESSER.



Voiceover: Dressing

THE ICON HOLDS UP HER ARMS AS A DRESS FALLS FROM THE TOP OF THE SCREEN OVER HER HEAD. SHE STRUGGLES GETTING HER ARMS THROUGH THE SLEEVE HOLES. THE NEXT ENVIRONMENT SLIDES INTO VIEW: AN OPEN BATHROOM STALL.

STORYBOARD



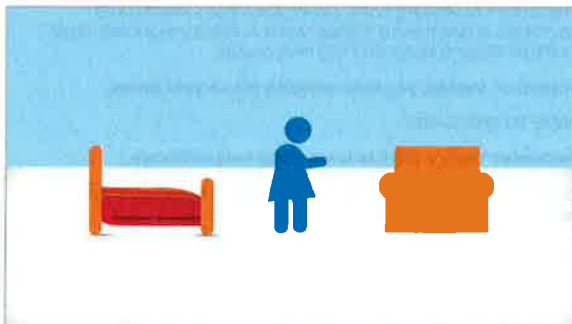
Voiceover: Using the toilet

THE BATHROOM STALL CLOSES ITS DOOR. THE NEXT ENVIRONMENT SLIDES INTO VIEW: A DINING TABLE WITH AN EMPTY PLATE.



Voiceover: Eating

THE ICON TAKES HER FORK AND SPOON AND LIGHTLY BANGS THE TABLE. THE NEXT ENVIRONMENT SLIDES INTO VIEW: A BEDROOM WITH A CHAIR.



Voiceover: Or simply getting between your bed and a chair

THE ICON ROLLS OUT OF BED, WALKS OVER TO THE CHAIR AND SITS DOWN.

Voiceover: The thing is an accident, illness, severe cognitive impairment or simply aging may make these activities harder.

STORYBOARD



Voiceover: Care you receive in the event you can't do these everyday tasks without some help is long term care. And MassMutual's comprehensive long term care insurance policy is there to help you cover the cost of care – whether it's at home or in the community.

THE ICON HOLDS UP A CARD IN PROTEST. WE ZOOM IN CLOSER TO SEE IT'S A CARD FOR MEDICARE.

Voiceover: Oh, sure. There are government options, like Medicare, but those are only useful if you meet strict requirements. Not always the case when you need to pay for long term care.

And, while it's possible for some, many people aren't going to be able to count on their children or savings to fund it.



WE ZOOM BACK OUT.

Voiceover: The fact is: long term care is expensive. The national average for one year in a nursing home is \$87,235, and the national average for a home health aide working 50 hours a week is up to \$52,500 for one year.

WE SEE THE FIRST NUMBER SLIDE DOWN NEXT TO THE ICON. IT TOWERS IN SIZE. THE SECOND NUMBER AMOUNT SLIDES DOWN, CASTING ANOTHER LARGE SHADOW.

Voiceover: By qualifying for and purchasing long term care insurance from MassMutual, you should be able to spend less time worrying about the financial impact those numbers could have on your family and your retirement plan.

DISCLOSURE: *The MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services and Home Care Costs. [October 2011]



THE GIANT NUMBERS WIPE AWAY, AND THE LANDSCAPE BECOMES A BACKYARD SCENE WITH A FAMILY PLAYING. OUR PERSON ICON IS NOW SITTING IN A CHAIR.

Voiceover: Instead, you keep enjoying life on your terms.

FADE TO END CARD

Voiceover: There's more to learn about long term care.

Voiceover: For more information, talk to a MassMutual insurance agent/producer or visit MassMutual.com/LTC

STORYBOARD



MassMutual
FINANCIAL GROUP®

[Visit MassMutual.com/LTC](http://MassMutual.com/LTC)

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-2 et al. (in ID, MM500-P-2-ID and in NC, MM500-P-2-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage including exclusions and reductions or limitation, contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you. The purpose of this material is the solicitation of insurance.

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. CRN201411-1652032

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-2 et al. (in ID, MM500-P-2-ID and in NC, MM500-P-2-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitation, contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you. The purpose of this material is the solicitation of insurance.

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. CRN201411-1652032

Long Term Care insurance

Pearls of Wisdom



What is Long Term Care?

- Non skilled personal care services and support required
- Takes place in a variety of settings

LTC51900

What is LTC?

A long term care need may happen to anyone...at any time. It could be you, your spouse or partner, a parent, or even a sibling. The need for long term care may result from being chronically ill, from a severe cognitive impairment or something as unexpected as an accident or injury.

Long term care is a variety of services and supports to help meet personal care needs over an extended period of time. It may include non-skilled personal care assistance such as help performing the Activities of Daily Living (ADLs). The activities of daily living are: 1) bathing, 2) dressing, 3) using the toilet, 4) transferring (to or from bed or chair), 5) caring for incontinence and 6) eating.

Long term care services may help you maximize your independence. Those services can range from occasional help to the very complex where the person needs assistance around the clock.

You may think that long term care takes place only in a nursing home, but it actually may take place in a variety of settings: 1) Home Care (health and custodial care in the home), 2) Community Based Care (such as senior centers, transportation services, and meals on wheels programs), 3) Adult Day Care Centers (provides a daily respite to the caregiver), 4) Assisted Living Facilities, 5) Nursing Homes, or through hospice services.


Regardless of where the care is provided, annual costs associated with a long term care need could be as high as \$80,000 per year* (or higher in some areas of the country) depending on where you live, the setting, level or type of personal care required.

Does anyone have personal experience with someone, a friend, family member or aging parent who needed long term care assistance? Can you share some of your experience?

Let's spend a few minutes talking about how families might pay for long term care services...

* The MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services and Home Care Costs. October 2011.

Pearls of Wisdom



How Will You Pay for Long Term Care?

- Personal Savings and Assets
- Family
- Government Programs
- Long Term Care Insurance

How will you pay? You may think that health insurance or government programs will take care of LTC expenses. Long term care typically isn't covered by traditional health insurance plans. And you may be surprised by how little government programs will pay. There are generally four options for people to pay for care: personal savings, family contributions, government programs, and long term care insurance.

Personal savings and assets -- You may begin paying for long term care services on your own, but find that your savings will only cover a limited amount of care. Recent economic setbacks have made many of us aware that our savings may not always grow as rapidly as we'd like. And generally there is a tax implication that should be considered when withdrawing from some accounts or assets such as an annuity or a life insurance policy.

Family -- You may plan to rely on family members or friends to care for you. While these caregivers may willingly give their time to provide care, being the primary caregiver may take a toll on a person's physical and mental well-being, and may be financially draining for them as well. You may not want to place that burden on loved ones.

Government programs -- Government programs, like Medicare or Medicaid, may help you pay for long term care. However, Medicare generally provides for long term care if it is part of a rehabilitative plan, where you show improvement. Medicaid only pays after you meet eligibility requirements, including significant restrictions on income and assets.

Long term care insurance -- A long term care insurance policy is another option you may want to consider for yourself, or a parent. A long term care insurance policy provides a daily benefit to help you meet the costs associated with covered care. It can help pay for someone to come into your home and provide services, or it can help pay the costs of a nursing home stay. Some insurance carriers offer a form of long term care coverage as part of an annuity or life insurance policy.

Let's spend a few minutes talking about long term care insurance...



What is Long Term Care Insurance (LTCi)?

- LTCi reimburses covered expenses for *eligible* long term care services

What is long term care insurance? Depending on the type of policy, long term care insurance may provide benefits for eligible LTC services received in the home, a community based setting, an assisted living facility or a nursing home. You can usually choose whether you want a policy that provides coverage for facility care only or a comprehensive policy that provides benefits for both care in your home and the community, as well as for care in a facility.

Long term care insurance (LTCi) can help relieve the emotional and financial strains that often accompany the need for care and can help you better plan for the high cost of future care. While you may also receive support from family or loved ones, long term care insurance can help ensure that you have more control in receiving the type of care you want – in the setting you choose.

In addition to helping pay for long term care services, an LTCi policy can help *you* to:

- Protect your savings, retirement funds, and other assets – including your home.
- Maintain your spouse or partner's standard of living, financial security, and peace of mind.
- Help relieve family and friends from the burden of providing for your care.
- Preserve your independence, allowing choices on the settings where you receive care
- Give you more choices and control over your care.

Let's spend a few minutes talking about what to consider when choosing long term care insurance policy...

Pearls of Wisdom



Choosing an LTCi policy:

- Primary Considerations
 - Daily Benefit Amount
 - Benefit Period
 - Total Benefit Amount
- Additional Options
- Stable insurance company

Choosing a Policy: There are several important *decisions* you need to make when choosing your coverage. Considerations include:

Daily Benefit Amount: The amount a policy reimburses on any day that eligible services are received. Checking the costs for nursing home care and home care in the area where you think you'll use the benefits may help you decide on an appropriate daily benefit amount.

Benefit Period: This determines how long your LTC insurance policy will provide benefits. Most insurance companies offer a range of choices. For example, if you choose a three year benefit period, your policy will pay for at least three years of care up to the Total Benefit Amount.

Total Benefit Amount: The Total Benefit Amount available over the life of the policy is determined by your choice of benefit period and the Daily Benefit Amount. The Total Benefit Amount is equal to 365 times the number of years in the benefit period times the Daily Benefit Amount. *For example: If you choose a \$200 Daily Benefit Amount and a 3-year Benefit Period, your policy would provide an initial base value of \$219,000.*

Additional Options: While many LTC insurance policies include the same basic features, it's also important to look for additional options that can help you to customize your policy to meet your unique needs. Some extra features might include:

Inflation Protection: Inflation affects costs in all areas of our lives, and long term care is one of them. This feature is critical if your coverage is to keep pace with rising costs, especially if you would not require care for 20 or 30 years. The inflation protection feature, which may have an additional premium cost, helps assure that your policy will hold its value over time.

Shared Care: This benefit, which may have an additional premium cost, is designed to give couples and partners more flexibility when their coverage needs differ. If one person exhausts their total benefit amount, this benefit allows access to their partner's benefits or a third pool of money.

Stable Insurance Company: When selecting an insurance policy, you are also selecting an insurance company and you may wish to know how stable that company is financially. Research companies to find one that is reputable and makes you feel comfortable. A licensed agent/producer can help you evaluate your options. Ask questions and take all the time you need to decide what is best for you. And be sure to include other family members in your conversations. It is important that your loved ones know of your plans and your desires.

Pearls of Wisdom



Policy Information

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-2 et al. (In ID, MM500-P-2-ID and in NC, MM500-P-2-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you. **The purpose of this material is the solicitation of insurance.**

A **Solutions** Guide
for Individuals

Long Term Care Funding Solutions

FPO



SignatureCare® 500

Insurance Funding Strategies



We'll help you get there.®

LTC54039

**Massachusetts Mutual
Life Insurance Company**

Long Term Care Insurance



Contents

- 1 | Introduction
- 2 | Stacking discounts
- 2 | Long Term Care Purchase Credit
- 2 | Inheritance purchase
- 3 | Section 1035 exchange
- 3 | Health Savings Account (HSA)
- 3 | Tax Deductibility
- 4 | Single Premium Immediate Annuity (SPIA)

Introduction

You may have seen articles about the growing need for long term care in today's population. Generally, Americans are living longer and with longer life expectancy may come an increasing level of health conditions associated with aging. However, the need for long term care may happen to anyone . . . at any time. It may result from being chronically ill, from a severe cognitive impairment or something as unexpected as an accident or injury.

The cost of long term care, similar to health care in general, continues to rise. You may be budgeting carefully during your working life to save for "rainy days" and to save for a comfortable retirement but what would happen to your finances if you had a need for long term care? One way to help with the financial impact of needing care is to purchase a long term care insurance (LTCi) policy. Massachusetts Mutual Life Insurance Company (MassMutual) offers SignatureCare® 500 long term care insurance to clients.

Funding a long term care insurance premium may be important in helping you protect assets such as your home and your retirement nest egg from being used to pay for long term care expenses.

However, for some people, finding the money for LTCi premium payments can be a challenge. A few common solutions to the challenge are outlined in the following pages. Also, talking to an insurance agent/producer about your unique situation may provide additional solutions as well.

Please read the following case studies to see how people like you can find the money for Long Term Care insurance premiums. Of course, the case studies outlined here are fictional and for illustrative purposes only.

Funding a long term care insurance premium may be important in helping you protect assets such as your home and your retirement nest egg from being used to pay for long term care expenses.

Case studies

1 | Bob and Mary can stack discounts with an individual SignatureCare 500 LTCi policy, up to 40%¹.

Bob and Mary can stack policy discounts for significant savings – enough savings to make the purchase of SignatureCare 500 LTCi affordable for them. The discounts, which are applied annually, include:

- **5% Loyal Customer discount** – if Bob or Mary already has a life and/or a disability insurance policy or certain annuity contracts through MassMutual or have an application pending, he or she qualifies for this discount.
- **30/15% Covered Partner or Partner discount** – if both Bob and Mary apply for and receive coverage, the couple qualifies for a 30% discount on each policy. If only one partner is issued a policy he/she would qualify for a 15% discount.
- **10% Employer or Association group discount** – If SignatureCare 500 individual LTCi is available at Bob or Mary's worksite through an insurance agent or they are members of an eligible association, they may also be able to obtain a 10% "multi-life" employer/association discount.

2 | Peter can get a Long Term Care Purchase Credit.

Peter, 58, is currently paying for a MassMutual individual Disability Income (DI) insurance policy, which terminates at age 65, and coincides with his planned retirement date. He wants to plan for a long term care need and wants to purchase an LTCi policy. Once his DI policy terminates, he plans to use the money he currently spends on the premium for his DI insurance to help pay his LTCi premium. So, Peter will pay for both policies from age 58 to 65, but have expenses for only the LTCi premium during retirement.

In addition Peter can save on his first-year premium for his MassMutual SignatureCare 500 policy. Since his DI policy is "In Force," 2% of total (cumulative) premiums paid for his policy and any riders that are attached to his policy will be used to calculate a credit towards his first-year MassMutual SignatureCare 500 LTCi premium. The credit will equal 2% of premiums paid, premiums waived and the policy fee. For more information about this credit, please ask your insurance agent/producer. Not all types of DI policies offer this credit and the credit is not available in CT, FL, ND and TX.

3 | Sue can use her recent windfall to purchase a LTCi policy.

Sue, 52, recently received an unexpected sum of money. Working with her MassMutual insurance agent/producer, she purchased several insurance policies, including an LTCi policy.

¹ Discounts are subject to state approval and may not be available in all states. Maximum discount possible without Multi-Life is 40.15%. If you include Multi-Life the maximum discount is 46.135%.

4 | Jon can fund his LTCi policy through a 1035 exchange from a Life or an Annuity policy.

The Pension Protection Act of 2006 expanded 1035 exchanges to include qualified long-term care insurance (LTCi) products. As a result, existing endowments, life insurance, annuity or qualified LTCi contracts may now be exchanged in a tax-advantaged way for a qualified LTCi contract.

If the exchange meets the requirements of Section 1035 and is carried out correctly, no taxable gain or loss is recognized on the transaction, and the adjusted cost basis of the old contract is carried over. If the 1035 exchange amount on the existing contract is equal to or less than the premium on the SignatureCare 500 contract, then this change can be made and any difference in the first year premium can be made by the policy owner. If the 1035 exchange amount is significantly higher than the annual premium a Single Premium Immediate Annuity (SPIA) could be purchased to make multiple if not all premium payments. Please see case study #7 for further explanation.

5 | Zach participates in a Health Savings Account (HSA) at work.

His expenses for long term care and premium payments for a qualified long term care insurance policy are considered to be a “qualified medical expense” permitted under federal tax law. As such, money in a Health Savings Account (HSA) can be used to pay these types of expenses. An HSA is an account that you can put money into to save for future medical expenses.²

Zach will use his HSA to purchase and pay the premiums for a LTCi policy. Zach is only 44 but wants to plan ahead for a potential need for long term care in the future. He is concerned about the cost of waiting and wants to capitalize on lower premiums since he is younger.

6 | Lisa can tax deduct eligible SignatureCare 500 long term care premium due to high medical expenses.

Due to Lisa’s other medical expenses, she will be over the 7.5% adjusted gross income threshold and will be able to tax deduct the eligible long term care insurance premium. The amount that can be used in calculating her expense deduction is limited to the lesser of actual premium paid, or “eligible long term care insurance premium,” as shown below.

Attained age before close of [2012] taxable year:	
For [2012] premium deduction limits (amounts change annually):	
Age 40 or less:	[\$350]
More than 40 but not more than 50:	[\$660]
More than 50 but not more than 60:	[\$1,310]
More than 60 but not more than 70:	[\$3,500]
More than 70:	[\$4,370]
Per diem limitation under 7702B(d)(4):	[\$310]
The amount of premium paid for the coverage of the individual, spouse and dependents may be deducted to the extent that total medical expenses, including the eligible long term care premium, exceeds 7.5% of adjusted gross income (AGI). Benefits paid on a qualified LTCi policy to an individual are not taxable income as long as benefit payments above [\$310] per day do not exceed the actual cost of care.	

² Please consult your tax advisor about an HSA and expenses that are eligible to deduct from an HSA.

7 | Hank decides to purchase LTCi and pay the premiums with a Single Premium Immediate Annuity.

Hank purchases a single premium immediate annuity (SPIA) that will provide a steady, predictable, lifetime stream of income – regardless of market conditions. The income generated from a SPIA is then designated as an automatic payment for long term care insurance premiums. The benefits of this arrangement are:

- The income annuity creates a guaranteed³ source of funding for LTCi premiums;
- Automatic premium payments provide simplicity and convenience;
- Keeping both the income annuity and the LTCi policy in the MassMutual family may allow for a loyal customer discount on the LTCi policy.⁴
- The purchase of the SPIA should help protect against the risk of outliving your ability to pay the LTCi premiums.

Of course, whether or not using the SPIA to fund LTCi is a good decision depends on how the money used to purchase the income annuity would have otherwise been used and the rate of return it could have earned.

Hank's insurance agent/producer explained an additional advantage to this funding solution:

In years when SignatureCare 500 LTCi dividends⁵ are credited, LTCi premium costs could be reduced. If the SPIA payment is larger than the amount needed to pay the LTCi premium the remaining money goes to the owner as income.

Note: LTCi premiums are not guaranteed and could increase in the future.

³ Guarantees and payments of lifetime income are based on the claims-paying ability of the issuing company. SignatureCare 500 LTC insurance is guaranteed renewable. Annual Premium may change subject to the approval of the appropriate regulatory authority of the state in which the policy was issued.

⁴ Discounts are subject to state approval and may not be available in all states. In this scenario, a MassMutual SPIA and a MassMutual LTC policy must be purchased to qualify for the 5% discount.

⁵ If annual dividends are credited to a SignatureCare 500 LTCi policy, they will first be used to reduce premiums and then to increase future benefits. Because this SignatureCare 500 LTCi policy is intended to be tax-qualified, annual dividends are not paid directly to the policyholder. Dividends are not anticipated to be credited before the later of the policy anniversary date after the insured turns age 65, or the 10th policy anniversary date. **Dividends are not guaranteed.**

Consider MassMutual when planning for long term care

It could be 20 or more years before you may need the long term care insurance policy benefits from your insurance company. Should you become dissatisfied with your current insurance company or your current insurance policy during this period, it may be difficult and/or expensive to change your insurance company. This is because LTCi premium rates vary by issue-age and health status.

At Massachusetts Mutual Life Insurance Company (MassMutual), we operate for the benefit of our members and participating policyholders. We stand strong in the fundamental belief that every secure future begins with good decisions. And when choosing a life insurance company, ownership, strength and stability matter.

Learn more at:
www.massmutual.com/mutuality



MassMutual. We'll help you get there.®

Since 1851, Massachusetts Mutual Life Insurance Company has been operating for the benefit of our members and policyholders.

For more than 160 years, we've made business decisions based on their need. Our mutuality, along with our long-term business approach, has helped keep us strong. In 2000, we expanded our broad portfolio of products to include long term care insurance.

The information provided is not written or intended as tax or legal advice and may not be relied on for purposes of avoiding any Federal tax penalties. MassMutual, its employees and representatives are not authorized to give tax or legal advice. Individuals are encouraged to seek advice from their own tax or legal counsel.

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-2 et al. (In ID, MM500-P-2-ID and in NC, MM500-P-2-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your insurance agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you.

The purpose of this material is the solicitation of insurance.

This brochure is intended solely to provide an overview of the SignatureCare policy. It is not a contract and if there is a discrepancy the terms of the policy govern.



The first step is in your hands

November is Long Term Care
Awareness Month



Insurance Strategies



We'll help you get there.[®]
LTC54055



**Massachusetts Mutual
Life Insurance Company**

Long Term Care Insurance



[Address_1]
[000 Main Street, Suite 000]
[City or Town, ST 00000-0000]

The first step is in your hands...

Take a step toward a more secure future – use Long Term Care Awareness Month as an opportunity to explore your funding options for long term care.

I'd be happy to help you with any questions.

Call for your no-obligation consultation at (800) 928-2988, extension [000000].

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-1 et al. (In ID, MM500-P-1-ID and in NC, MM500-P-1-NC) and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you. **The purpose of this material is the solicitation of insurance.**

For more information contact:

[Agent Name, Designations]

[Title]

[XX License # XXXXXXXXX]

[Fax (000) 000-0000]

[aname@webaddress.com]

[Agent website]

[Insurance representative of Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001 and registered representative of and offers securities through MML Investors Services, LLC.] [Name of Agency, Address Line 1, Address Line 2, Name of City, ST 00000-0000 and telephone number_164 characters with spaces maximum for agency name and address info].

[Name, Designations
Title
XX License #XXXXXXXXX

Agency Name
Address 1
Address 2
City, ST 00000-0000
name@email.com]

[John Q. Prospect]
[ABC Construction, LLC]
[123 Mystreet, Suite 100]
[Anytown, MA 01111]

November is Long Term Care Awareness Month

Dear [first name],

The first step is in your hands – take the opportunity provided by Long Term Care Awareness Month to get the information you need to make an informed decision. A decision that may help protect your assets from being depleted by the associated high costs – and your loved ones from some of the worry – should a long term care need arise.*

Government programs aren’t designed to pay for all your long term care needs – you may think that your current insurance or government programs will pay for this type of care. You may be surprised to learn that these options provide limited coverage for long term care.

We can work together – to select the right type of long term care insurance coverage for your needs and lifestyle. Long term care insurance can help give you more choice and control over the type of care you receive and where you receive it.

I am proud to represent **Massachusetts Mutual Life Insurance Company (MassMutual)**, a company you can count on to be there when you need assistance. MassMutual has a primary focus on their policyholders and is proud to participate in this important educational campaign.

You want a more secure financial future; MassMutual can help you get there. I encourage you to take a look at your long term care options and make plans now. Please contact me for your no-obligation consultation today at 877-841-8761, extension [000000].

Sincerely,

[Name
Name, Designations
Website]

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-1 et al. (In ID, MM500-P-1-ID and in NC, MM500-P-1-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent or MassMutual at 800-272-2216 for a referral to an agent and an insurance agent will contact you.

The purpose of this material is the solicitation of insurance.

[Insurance representative of Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001 and registered representative of and offers securities through MML Investors Services Inc. [Name of Agency, Address Line 1, Address Line 2, Name of City, ST 00000-0000 and telephone number_164 characters with spaces maximum for agency name and address info].]

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812
CRN201408-162947

Please detach and return in the enclosed postage paid envelope. [AA000000]

[John Q. Prospect]
[ABC Construction, LLC]
[123 Mystreet, Suite 100]
[Anytown, MA 01111]

Yes! I want to make an informed decision. Please contact me about my long term care insurance options.

Phone _____ Best day/time to call _____

☐ AM
☐ PM

Email _____

[Name, Designations
Title
XX License #XXXXXXXXX

Agency Name
Address 1
Address 2
City, ST 00000-0000
name@email.com]

[John Q. Prospect]
[ABC Construction, LLC]
[123 Mystreet, Suite 100]
[Anytown, MA 01111]

November is Long Term Care Awareness Month

Dear [first name],

The first step is in your hands – take the opportunity provided by Long Term Care Awareness Month to get the information you need to make an informed decision. A decision that may help protect your assets from being depleted by the associated high costs – and your loved ones from some of the worry – should a long term care need arise.*

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Sincerely,

[Name
Name, Designations
Website]

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812
CRN201408-162947

Please detach and return in the enclosed postage paid envelope.

[AA000000]

[John Q. Prospect]
[ABC Construction, LLC]
[123 Mystreet, Suite 100]
[Anytown, MA 01111]

Yes! I want to make an informed decision. Please contact me about my long term care insurance options.

Phone _____ Best day/time to call _____

☐ AM
☐ PM

Email _____



November is Long Term Care Awareness Month

The first step is in your hands

LONG-TERM CARE INSURANCE



IS GOOD FOR AMERICA™

November 2012

Long-Term Care Awareness Month™

2012 American Association for Long Term Care Insurance, AALTCI

 **MassMutual**
FINANCIAL GROUP

We'll help you get there:
LTC54958

**Massachusetts Mutual
Life Insurance Company**

Long Term Care Insurance

Welcome

November is Long Term Care Awareness Month.

Long Term Care Awareness Month November [2012]

November is Long Term Care Awareness Month



This presentation recognizes the [upcoming] [current] timing of Long Term Care Awareness Month.

MassMutual has teamed up with the American Association for Long-Term Care Insurance (AALTCI) to bring attention to this important topic,

The AALTCi is a national trade organization for professionals dedicated to serving the long term care planning needs of individuals,

[2012 will be the fifth annual Long Term Care Awareness Month.]

Long Term Care Awareness Month November [2012]



Long term care typically involves the need for substantial assistance performing activities of daily living (eating, bathing, dressing, toileting, continence or transferring), or supervision due to a severe cognitive impairment (such as those with Alzheimer's)

MassMutual uses materials that emphasize educating consumers about LTC with the following message:

“The first step is in your hands -- take the opportunity provided by Long Term Care Awareness Month, November 2012, to get the information you need to make an informed decision.

A decision that may help protect your assets from being depleted by the associated high costs – and your loved ones from some of the worry – should a long term care need arise.”



We'll help you get there.®

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-1 et al. (In ID, MM500-P-1-ID and in NC, MM500-P-1-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an agent/producer and an insurance agent/producer will contact you. **The purpose of this material is the solicitation of insurance.**

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LTC54958

CRN201408-162948

Thank you

SERFF Tracking #:		<i>LFCR-128723800</i>		State Tracking #:				Company Tracking #:		<i>LTC5411 ET AL FILING 10-12</i>	
State:		<i>Arkansas</i>				Filing Company:		<i>Massachusetts Mutual Life Insurance Company</i>			
TOI/Sub-TOI:		<i>LTC03I Individual Long Term Care/LTC03I.001 Qualified</i>									
Product Name:		<i>Signature Care</i>									
Project Name/Number:		<i>/</i>									

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Cover Letter	Approved	10/25/2012
Comments:			
Attachment(s):			
AR Cover Letter 10-11-12.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Statement of Variability	Approved	10/25/2012
Comments:			
Attachment(s):			
LTC5411 et al Statement of Variability - Generic - 10-10-12.pdf			



October 11, 2012

Honorable Jay Bradford
Commissioner of Insurance
Arkansas Insurance Department
1200 West Third Street
Little Rock, Arkansas 72201-1904

RE: MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY – NAIC # 65935
Submission of Advertising Materials To Be Used with Long Term Care Policy Form MM500-P-1-
AR et al & MM500-P-[2]-AR et al.

LTC5411	Animated LTC Video Script
LTC51900	Pearls of Wisdom PowerPoint Presentation
LTC54039	LTC Individual Solutions Brochure
LTC54055	LTC First Step Postcard
LTC54053a	LTC Awareness Approach Letter
LTC54053arc	LTC Awareness Approach Letter Reply Card
LTC54958	LTC Awareness PowerPoint Presentation

Dear Commissioner Bradford,

We are submitting the attached long term care advertising material for your review.

All variable information will be bracketed within each respective form. We have also attached to this filing a Statement of Variability which details those parts of our forms which are bracketed and therefore meant to be variable.

Any future uses of these forms would not involve any material changes to these forms. We certify that use of these forms with future policy forms will be in compliance with all state laws and regulations.

On a side note, because we are submitting this material through a PDF format, some of the print may appear to be small. However, we certify that in final format, all of our material will be of appropriate size.

Thank you for your assistance with this submission. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads 'Karina Amaral'.

Karina Amaral
Compliance Specialist
(800) 366-5463, ext. 2307
Karina.Amaral@LifeCareAssurance.com
Attachments

Massachusetts Mutual Life Insurance Company
Long Term Care Administrative Office
21600 Oxnard Street, Suite 1500 • Mailing Address: Post Office Box 4243
Woodland Hills, CA 91365-4243
(888) 505-8952 • Fax (818) 887-4595

LTC5411 ET AL. STATEMENT OF VARIABILITY

We have bracketed material in the submitted forms in order to indicate that those items are meant to be variable. We would like to have the option to provide variability in future policy filings that would not involve any material changes to these forms. We certify that use of these forms with future policy forms will be in compliance with all state laws and regulations.

The following describes the elements of our filing materials that are meant to be variable:

Policy Form Numbers (found in our Standard Disclosure on each form)

We have bracketed references to the policy form numbers in our standard disclosure in order to show variability that would allow for updates to the form numbers should they change in the future.

Form Specific Variable Information

LTC5411

The voiceover reference to “massmutual.com” in the last two slides is bracketed in order to have a version where it appears and a version where it does not.

LTC54039

On page 3, the year and deduction amounts are bracketed as these figures change annually.

LTC54055 and LTC54053a

The bracketed material on this form can be personalized by insurance agents that are licensed/appointed in the state. Agent personalization might include –agent name, agent designations, address, phone number, insurance license number, website url and licensing disclosure. In addition, the agent can also personalize the ad with a MassMutual Compliance approved logo for the agent or the agency (logo will vary by agent/agency and is represented by example in the submission by “Acme Financial Solutions”). There is also a response code that will vary by agent.

LTC54053arc

The agent can personalize the ad with a MassMutual Compliance approved logo for the agent or the agency (logo will vary by agent/agency and is represented by example in the submission by “Acme Financial Solutions”). There is also a response code that will vary by agent. The client’s name and address is also noted as variable

LTC54958

On slide 2 the year is bracketed to allow for use in future years; references to “current” and “upcoming” are bracketed in the notes (either one or the other term would be used); the statement “2012 will be the fifth annual Long Term Care Awareness Month” is bracketed as it will either appear or it won

State:	Arkansas	Filing Company:	Massachusetts Mutual Life Insurance Company
TOI/Sub-TOI:	LTC03I Individual Long Term Care/LTC03I.001 Qualified		
Product Name:	Signature Care		
Project Name/Number:	/		

Superceded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
10/11/2012	Form	Pearls of Wisdom PowerPoint Presentation	10/24/2012	LTC51900 brackets 10-10-12.pdf (Superceded)

Long Term Care insurance

Pearls of Wisdom



What is Long Term Care?

- Non skilled personal care services and support required
- Takes place in a variety of settings

LTC51900

What is LTC?

A long term care need may happen to anyone...at any time. It could be you, your spouse or partner, a parent, or even a sibling. The need for long term care may result from being chronically ill, from a severe cognitive impairment or something as unexpected as an accident or injury.

Long term care is a variety of services and supports to help meet personal care needs over an extended period of time. It may include non-skilled personal care assistance such as help performing the Activities of Daily Living (ADLs). The activities of daily living are: 1) bathing, 2) dressing, 3) using the toilet, 4) transferring (to or from bed or chair), 5) caring for incontinence and 6) eating.

Long term care services may help you maximize your independence. Those services can range from occasional help to the very complex where the person needs assistance around the clock.


You may think that long term care takes place only in a nursing home, but it actually may take place in a variety of settings: 1) Home Care (health and custodial care in the home), 2) Community Based Care (such as senior centers, transportation services, and meals on wheels programs), 3) Adult Day Care Centers (provides a daily respite to the caregiver), 4) Assisted Living Facilities, 5) Nursing Homes, or through hospice services.

Regardless of where the care is provided, annual costs associated with a long term care need could be as high as \$80,000 per year (or higher in some areas of the country) depending on where you live, the setting, level or type of personal care required.

Does anyone have personal experience with someone, a friend, family member or aging parent who needed long term care assistance? Can you share some of your experience?

Let's spend a few minutes talking about how families might pay for long term care services...

Pearls of Wisdom



How Will You Pay for Long Term Care?

- Personal Savings and Assets
- Family
- Government Programs
- Long Term Care Insurance

How will you pay? You may think that health insurance or government programs will take care of LTC expenses. Long term care typically isn't covered by traditional health insurance plans. And you may be surprised by how little government programs will pay. There are generally four options for people to pay for care: personal savings, family contributions, government programs, and long term care insurance.

Personal savings and assets -- You may begin paying for long term care services on your own, but find that your savings will only cover a limited amount of care. Recent economic setbacks have made many of us aware that our savings may not always grow as rapidly as we'd like. And generally there is a tax implication that should be considered when withdrawing from some accounts or assets such as an annuity or a life insurance policy.

Family -- You may plan to rely on family members or friends to care for you. While these caregivers may willingly give their time to provide care, being the primary caregiver may take a toll on a person's physical and mental well-being, and may be financially draining for them as well. You may not want to place that burden on loved ones.

Government programs -- Government programs, like Medicare or Medicaid, may help you pay for long term care. However, Medicare generally provides for long term care if it is part of a rehabilitative plan, where you show improvement. Medicaid only pays after you meet eligibility requirements, including significant restrictions on income and assets.

Long term care insurance -- A long term care insurance policy is another option you may want to consider for yourself, or a parent. A long term care insurance policy provides a daily benefit to help you meet the costs associated with covered care. It can help pay for someone to come into your home and provide services, or it can help pay the costs of a nursing home stay. Some insurance carriers offer a form of long term care coverage as part of an annuity or life insurance policy.

Let's spend a few minutes talking about long term care insurance...



What is Long Term Care Insurance (LTCi)?

- LTCi reimburses covered expenses for *eligible* long term care services

What is long term care insurance? Depending on the type of policy, long term care insurance may provide benefits for eligible LTC services received in the home, a community based setting, an assisted living facility or a nursing home. You can usually choose whether you want a policy that provides coverage for facility care only or a comprehensive policy that provides benefits for both care in your home and the community, as well as for care in a facility.


Long term care insurance (LTCi) can help relieve the emotional and financial strains that often accompany the need for care and can help you better plan for the high cost of future care. While you may also receive support from family or loved ones, long term care insurance can help ensure that you have more control in receiving the type of care you want – in the setting you choose.

In addition to helping pay for long term care services, an LTCi policy can help *you* to:

- Protect your savings, retirement funds, and other assets – including your home.
- Maintain your spouse or partner's standard of living, financial security, and peace of mind.
- Help relieve family and friends from the burden of providing for your care.
- Preserve your independence, allowing choices on the settings where you receive care
- Give you more choices and control over your care.

Let's spend a few minutes talking about what to consider when choosing long term care insurance policy...

Pearls of Wisdom



Choosing an LTCi policy:

- Primary Considerations
 - Daily Benefit Amount
 - Benefit Period
 - Total Benefit Amount
- Additional Options
- Stable insurance company

Choosing a Policy: There are several important *decisions* you need to make when choosing your coverage. Considerations include:

Daily Benefit Amount: The amount a policy reimburses on any day that eligible services are received. Checking the costs for nursing home care and home care in the area where you think you'll use the benefits may help you decide on an appropriate daily benefit amount.

Benefit Period: This determines how long your LTC insurance policy will provide benefits. Most insurance companies offer a range of choices. For example, if you choose a three year benefit period, your policy will pay for at least three years of care up to the Total Benefit Amount.

Total Benefit Amount: The Total Benefit Amount available over the life of the policy is determined by your choice of benefit period and the Daily Benefit Amount. The Total Benefit Amount is equal to 365 times the number of years in the benefit period times the Daily Benefit Amount. *For example: If you choose a \$200 Daily Benefit Amount and a 3-year Benefit Period, your policy would provide an initial base value of \$219,000.*

Additional Options: While many LTC insurance policies include the same basic features, it's also important to look for additional options that can help you to customize your policy to meet your unique needs. Some extra features might include:

Inflation Protection: Inflation affects costs in all areas of our lives, and long term care is one of them. This feature is critical if your coverage is to keep pace with rising costs, especially if you would not require care for 20 or 30 years. The inflation protection feature, which may have an additional premium cost, helps assure that your policy will hold its value over time.

Shared Care: This benefit, which may have an additional premium cost, is designed to give couples and partners more flexibility when their coverage needs differ. If one person exhausts their total benefit amount, this benefit allows access to their partner's benefits or a third pool of money.

Stable Insurance Company: When selecting an insurance policy, you are also selecting an insurance company and you may wish to know how stable that company is financially. Research companies to find one that is reputable and makes you feel comfortable. A licensed agent/producer can help you evaluate your options. Ask questions and take all the time you need to decide what is best for you. And be sure to include other family members in your conversations. It is important that your loved ones know of your plans and your desires.

Pearls of Wisdom



Policy Information

Long Term Care Insurance Policy provided by Policy Forms [MM500-P-2 et al. (In ID, MM500-P-2-ID and in NC, MM500-P-2-NC)] and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State Street, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you. **The purpose of this material is the solicitation of insurance.**